2005 NSDI CAP Interim Report

Developing a Strategic Plan for GIS in Wisconsin

Agreement Number: 05HQAG0126

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Project Narrative:

This CAP grant was awarded in September of 2005. Frederick Halfen, president of the Wisconsin Land Information Association (WLIA), attended the kickoff workshop in Reston, Virginia, on September 13 and 14, 2005. At the time of the award of the CAP grant, the WLIA was in the midst of its strategic planning. WLIA members wanted to complete their planning process before beginning the CAP grant. The WLIA strategic plan was adopted by the membership at our annual meeting in March 2, 2006. (The WLIA plan can be viewed at www.wlia.org.)

Work on the CAP grant began in March 2006 with the development of a list of GIS stakeholders in Wisconsin. The list is extensive and includes federal, state, local, and tribal governments; universities; nonprofit organizations; the private sector; and numerous professional associations (see Appendix A). Representatives of these stakeholders were invited to the first meeting of this planning activity, which occurred on April 12. A group of nearly 100 people convened in Stevens Point for a daylong session, which was facilitated by Steve West of Learning Werks, an educational and training development company. Steve, a professional facilitator, engaged an enthusiastic group of stakeholders from a wide cross section of interests and backgrounds.

The group spent the day compiling data on GIS changes and trends, current strengths and challenges, a profile of future success, and critical success factors. The day culminated with the group identifying the attributes and characteristics for a core planning team to continue the process. Nominations of individuals to participate in a core planning team were elicited. A selection committee made up of Fred Halfen (WLIA president), Jason Gruenberg (WLIA president-elect), Tony Bellovary (WLIA board member), and Mike Koutnik (ESRI Minneapolis) used the collected information on attributes and characteristics, as well as the nominations, to form the core planning team. The core planning team is made up of 20 individuals (see Appendix B).

The first meeting of the core planning team occurred on May 23 in Wisconsin Dells. The team discussed its purpose, outlined steps in its process, reviewed the April meeting results, and discussed potential concerns. The team agreed to follow the National States Geographic Information Council (NSGIC) planning template. The team also agreed that its work would be limited to a strategic plan, and a business plan would be part of a subsequent grant. The following mission statement was formed: "To develop a strategy to coordinate GIS services in the state of Wisconsin." Several "homework" assignments were distributed to the team. These included addressing areas such as "Where are we now?", vision and programmatic goals, current strengths and weaknesses, opportunities and threats, and best management practices.

The next meeting of the team occurred on June 19 in Steven Point. In addition to reviewing homework assignments, the group discussed a timeline for completion of the plan, identified the target audience for the plan, and tested for alignment within the group. Five goals were identified: promote a coordinating council, leverage education of GIS, identify funding sources, promote data policies and standards, and define GIS services. Assignments were again distributed to the team. This time the homework was to describe each goal using the NSGIC template as a guide.

The next meeting of the team occurred on July 31 in Wisconsin Dells. The team reviewed its progress, looking back at previous sessions and also looking ahead to identify what was needed to complete the plan. It was decided that a marketing message was necessary in the executive summary of the plan. The marketing message will answer the "why" question, which is this: Why is GIS important to the state in terms of efficiency, public service, emergency response, and better decision-making? A subgroup of the team was formed to work on the executive summary. Assignments were reviewed identifying the positives and negatives of the goal descriptions. Homework was again assigned to incorporate comments from the group into the goal descriptions for the next meeting. A final report writing group of three people was selected from the team.

The next meeting is scheduled for August 25, when we will wrap up the discussions and provide the final report writing group with the input to begin writing the plan. This group is to have a draft of the plan completed by the end of September. The draft will be distributed for comments to the core planning team and the original 100 attendees at the first meeting. Comments will be incorporated and the plan completed by the end of October. Because of the September 1, 2006 deadline for completion of the grant, an extension in the grant timeline until the end of October will be requested.

Detailed minutes of all of the planning meetings are published on the WLIA website at www.wlia.org.

Appendix A

Groups and Association Invited to Participate in Strategic Planning For GIS in Wisconsin

- 1. Wisconsin Society of Land Surveyors
- 2. Wisconsin County Surveyors Association
- 3. Wisconsin Real Property Listers Association
- 4. Wisconsin Register of Deeds Association
- 5. National Emergency Numbering Association (Wisconsin Chapter)
- 6. Geographic Information Technology Association (Wisconsin Chapter)
- 7. Wisconsin Chapter/American Planning Association
- 8. Wisconsin Association of Land Conservation Employees
- 9. Wisconsin Land & Water Conservation Association, Inc.
- 10. 1000 Friends of Wisconsin
- 11. Wisconsin Society of American Foresters
- 12. Wisconsin Realtors Association
- 13. Wisconsin Wetlands Association
- 14. Governmental Information Processing Association of Wisconsin
- 15. Wisconsin Emergency Management Association
- 16. Wisconsin Tribal GIS Users Group
- 17. Transportation Development Association
- 18. Wisconsin Association of Assessing Officers
- 19. American Council of Engineering Companies, Wisconsin
- 20. UW Extension Local Governments Center
- 21. Wisconsin Manufacturing and Commerce
- 22. Wisconsin Sheriffs and Deputy Sheriffs Association
- 23. Wisconsin Transportation Builder's Association
- 24. League of Wisconsin Municipalities
- 25. Wisconsin Towns Association
- 26. Wisconsin Land Information Association
- 27. Land Information Officers Network
- 28. ESRI Wisconsin Users Group
- 29. University of Wisconsin System
- 30. UW Madison
- 31. UW Milwaukee
- 32. State-wide Regional Planning Commissions
- 33. Wisconsin State Government and State Agencies

Appendix B

Strategic Planning for GIS in Wisconsin

Core Planning Team list:

Tony Bellovary, Bay Lake RPC (regional planning commission)

Alan Blencoe, NENA/LaCrosse Co. (emergency government)

Brian Braithwaite, Real Property Listers/Washington Co. (real property listers/county gov.)

Diann Danielson, LION/Dane Co. (Land Information Officers Network/county gov.)

John Ellingson, Surveyor Association/Jackson Co. (surveying association/county gov.)

Fred Halfen, WLIA (GIS association/private sector engineering)

Tyson Halla, Realtors Association (private sector real estate)

Bill Huxhold, UW Milwaukee (education)

Ted Koch, State Cartographer (education/state gov.)

Mike Koutnik, ESRI (private sector GIS software)

Terrance McMohon, WI Towns Association (local government)

David Mockert, GIO, Department of Administration (state gov./GIS officer)

Lisa Morrison, DATCP (state gov. dept. of agriculture)

Kent Pena, NRCS (federal gov. resource conservation)

Kevin Pomeroy, 1000 Friend of Wisconsin (nonprofit planning)

Jay Shambeau, Clark Co. (county gov. planning department)

Thomas Tym, Reukert & Mielke (private sector engineering/GIS)

Dick Vraga, USGS (federal gov.)

Cindy Wisinski, Register of Deeds Association/Portage Co. (register of deeds/county gov.)

Jay Yearwood, City of Appleton (municipal gov.)